



# FORT BELVOIR FAMILY AND MWR

Commercial Sponsorship and  
Advertising Opportunities  
2018



# FORT BELVOIR FAMILY AND MWR

## LEGAL AND ADMINISTRATIVE INFORMATION

The US Army has defined specific guidelines regarding the selection of sponsors and the responsibilities of both the installation and the sponsors:

- This program authorizes the underwriting of Family and MWR events via cash, goods or services, or a combination off all three in exchange for stipulated marketing, promotional and merchandising activities
- All sponsors and/or co-sponsors will be competitively solicited and selected; individual agreements will be negotiated with each sponsor.
- Disclaimers must be announced and/or posted on all printed materials stating “sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir”.
- Solicitation of alcohol or tobacco companies is not authorized. However, they may be sponsors based on unsolicited offers.
- An event sponsorship with Fort Belvoir is not a promise to award future business, an official endorsement of a product or service, or the suppression of existing policies regarding the unsolicited.



# EVENTS AT A GLANCE 2018

**\*EVENTS SUBJECT TO CHANGE\***

| Jan                   | Feb  | Mar                          | Apr   | May   | Jun                                       | Jul            | Aug                                    | Sep   | Oct  | Nov                                 | Dec                                   |
|-----------------------|--|------------------------------|---|---|---|----------------|--|---|--|-------------------------------------|---------------------------------------|
| Health & Fitness Expo | Valentine's Day Dinner<br><b>Feb. 14</b>       |                              | MOMC Kick-Off Dinner<br><b>Apr. 2</b>             | Military Spouse Appreciation<br><b>May 11</b> | Travel & Commuter Show<br><b>Jun. 6</b>   | Float in Movie | Float in Movie                         | Pooch Plunge<br><b>Sep. 8</b>                             | Breast Cancer Awareness 5K<br><b>Oct. 20</b> | Turkey Trot<br><b>Nov. 18</b>       | Brunch with Santa                     |
|                       | Wedding Fair and Bridal Show<br><b>Feb. 24</b> | Wounded Warrior Golf Program | Kids Fitness Challenge<br><b>Apr. 16</b>          | Armed Forces Kids Run<br><b>May 19</b>        | Kids Color Run<br><b>Jun. 9</b>           |                | Hawaiian Luau Dinner<br><b>Aug. 24</b> | ASAP Suicide Prevention Obstacle Course<br><b>Sep. 21</b> |  | Veteran's Day Basketball Tournament | New Year's Eve Gala<br><b>Dec. 31</b> |
|                       |  |                              | SHARP & MWR 5K<br><b>Apr. 13</b>                  | Mother's Day Brunch<br><b>May 13</b>          | Summer Reading Kick-Off<br><b>Jun. 15</b> |                |  | Fort Belvoir Member Guest Tournament<br><b>Sep. 22-23</b> |  |                                     | Officer's Club Member Appreciation    |
|                       |  |                              | Trout Fest<br><b>Apr. 14</b>                      |   | Father's Day Brunch<br><b>Jun. 17</b>     |                |  | Oktoberfest<br><b>Sep. 27-30</b>                          |  |                                     |                                       |
|                       |  |                              | KidFest<br><b>Apr. 14</b>                         |   | ACS Volunteer Appreciation                |                |  |   |  |                                     |                                       |
|                       |  |                              | Fort Belvoir Track Invitational<br><b>Apr. 28</b> |   | MWR/Exchange 5K<br><b>Jun. 15</b>         |                |  |   |  |                                     |                                       |
|                       |  |                              | Easter Sunday Brunch<br><b>Apr. 1</b>             |   |   |                |  |   |  |                                     |                                       |



# LEVELS OF SPONSORSHIP

\*SPONSORSHIP LEVELS ARE CLASSIFIED BASED ON EXPECTED ATTENDANCE\*

## ABBOTT \$250

Abbott (Restrictions apply) – Participate in MWR events with an attendance not to exceed 500.

- Table at event
- Company logo on promo material

## WOODLAWN \$500

Woodlawn – Expected attendance of 250 minimum.

- Table at event
- Company logo on promo materials for event
- 1 banner placement at event.

## BELVOIR \$1,000

Belvoir – Expected attendance of 500.

- Table at events
- Company logo on promo material
- 1 banner placement at event
- Verbal recognition at event

## MOUNT VERNON \$1,500

Mount Vernon– minimum attendance of 750.

- Table at event
- company logo on promo materials
- 1 banner placement at event
- verbal recognition at event
- 1 month logo placement in Weekly Buzz.

**Mount Vernon PLUS \$2,000** – all of the benefits of the Mount Vernon package PLUS;

- 1 extra month of logo placement in Weekly Buzz
- 1 month of Facility Banner placement
- 1 month tile ad on MWR Website.

## GUNSTON \$2,500

Gunston – minimum attendance of 1,000.

- Table at event
- company logo on promo materials
- 2 banner placements at the event
- verbal recognitions at event
- 1 month logo placement in weekly buzz
- 1 month ad on MWR website (300 x 250 pixels).

**Gunston PLUS \$3,000** – all of the benefits in the Gunston package PLUS;

- 1 extra month of logo placement in Weekly Buzz
- 1 month Digital signage.



# PREMIUM SPONSORSHIP PACKAGES

**Fort Belvoir Bronze:** Choose any 3 MWR events to sponsor. Sponsor will receive all advertising benefits from the Gunston package in addition to; Three (3) months digital signage, Two (2) 3' x 6' banner placements at two (2) facilities of your choice for three (3) months and facility advertisement (not to exceed two dates). **\$10,000**

**Fort Belvoir Silver:** Choose any 5 MWR events to sponsor. Sponsor will receive all advertising benefits from the Gunston package in addition to; Six (6) months digital signage, Four (4) 3' x 6' banner placements at four (4) facilities of your choice for six (6) months and facility advertisement (not to exceed two dates). **\$12,000**

**Fort Belvoir Gold:** Choose any 8 MWR events to sponsor. Sponsor will receive all advertising benefits from the Gunston package in addition to; Twelve (12) months digital signage, Six (6) 3' x 6' banner placements at four (4) facilities of your choice for twelve (12) months and facility advertisement at the Community Center. **\$15,000**



# SMALL BUSINESS CRITERIA

Business must be within a 10-mile radius of Fort Belvoir and must be declared a small business by the State of Virginia with 250 or fewer employees. Must present Small Business Certificate to qualify for rate.

[www.sbsd.virginia.gov](http://www.sbsd.virginia.gov)



# ADVERTISING (DIGITAL):

## 1/3/6-MONTH OPTIONS

### Family and MWR Website (Belvoir.armymwr.com)

An ad on the Family and MWR website can be a direct link to your business' website. It will allow you to connect directly with our customers! The Family and MWR Website receives up to **200,000** views each month. Limited space, Leaderboards and Tile Ads are sold on a first-come, first-served basis.

|                                  | 1 Month | 3 Months | 6 Months | 12 Months |
|----------------------------------|---------|----------|----------|-----------|
| Leaderboard<br>(728 x 90 pixels) | \$300   | \$900    | \$1,800  | \$3,200   |
| Tile Ad<br>(300 x 250<br>pixels) | \$250   | \$750    | \$1,500  | \$3,000   |



# ADVERTISING (**DIGITAL**):

## 1/3/6-MONTH OPTIONS

### Digital Screen Signage

Advertisement displayed on all MWR screens placed strategically throughout the Garrison and Family and MWR facilities guarantees you maximum exposure!

|                   | 1 Month | 3 Months | 6 Months |
|-------------------|---------|----------|----------|
| 1500 x 844 Pixels | \$600   | \$1800   | \$3,600  |





# ADVERTISING (**DIGITAL**):

## 1/3/6/12-MONTH OPTIONS

### Family and MWR Newsletter (The Buzz)

Logo inclusion in our electronic newsletter that is distributed to subscribers weekly. Subscribers will be able to access to your business website with one click!

|                 | 1 Month | 3 Months | 6 Months | 12 Months |
|-----------------|---------|----------|----------|-----------|
| Newsletter Logo | \$135   | \$400    | \$750    | \$1,450   |



# ADVERTISING (PRINT):

## 1/3/6/12-MONTH OPTIONS

### Family and MWR Welcome Booklet

This booklet is published annually and features information on ALL MWR Facilities. Feature your business in this ad once per year and gain access to Fort Belvoir customers. **12 Months Option ONLY.**

|  | 1 Month | 3 Months | 6 Months | 12 Months |
|--|---------|----------|----------|-----------|
| <b>Back Cover</b><br>8.5"(w) x 5.5"(h), with bleed<br>8.125"(w) x 5.25"(h) without bleed         |         |          |          | \$4,000   |
| <b>Inside Front Cover</b><br>8.5"(w) x 5.5"(h), with bleed<br>8.125"(w) x 5.25"(h) without bleed |         |          |          | \$3,000   |
| <b>Inside Back Cover</b><br>8.5"(w) x 5.5"(h), with bleed<br>8.125 (w) x 5.25 (h) without bleed  |         |          |          | \$2,500   |
| <b>Inside page, whole</b><br>8.125"(w) x 5.25"(h), <b>without bleed only</b>                     |         |          |          | \$2,000   |
| <b>Inside page, half</b><br>4"(w) x 5.25"(h), <b>without bleed only</b>                          |         |          |          | \$1,000   |



# ADVERTISING (PRINT):

## 1/3/6/12-MONTH OPTIONS

**Facility Banners/Posters** Choose any of our Family and MWR Facilities to promote your business with banner or poster placement.

\*Large Mesh Banner only available at Golf Course and Graves Fitness

\*Facility Poster include two (2) posters and frames. Posters are printed in-house for the advertiser. Creative is provided by the advertiser.

\*Facility Banners large than 3' x 6' are subject to price increase. A \$25 per foot (height/width) charge will be added to base value of the original banner price.

|   | 1 Month | 3 Months | 6 Months | 12 Months |
|---|---------|----------|----------|-----------|
| Facility Banner<br>3' (h) x 6' (w)      | \$250   | \$750    | \$1400   | \$2,500   |
| Pop-Up Facility Banner                  | \$150   | \$400    | \$750    | \$1,400   |
| *Large Mesh Banner<br>10' (h) x 20' (w) |         | \$1,500  | \$2,000  | \$3,500   |
| *Facility Poster<br>24" x 36"           | \$150   | \$400    | \$750    | \$1,400   |



# ADVERTISING CONTENT (PRINT):

## 1/3/6/12-MONTH OPTIONS

**Golf Course** Fort Belvoir has two championship courses! There are over 70,000 visitors and numbers are growing now that both golf courses are **now open to the public.**

\* Print dates for Golf Course Scorecards are set for April 1<sup>st</sup> and October 1<sup>st</sup>. Spaces are limited and must be submitted in to Sponsorship and Advertising Coordinator NLT March 1<sup>st</sup> and September 1<sup>st</sup>.

|   | 6 Months | 12 Months |
|---|----------|-----------|
| Golf Course Scorecard<br>(Back Block Images)    | \$400    | \$750     |
| Golf Course Scorecard<br>(Front Image)          | \$600    | \$1,150   |
| Golf Course Monument<br>Markers (Hole #1 & #18) |          | \$3,000   |
| Golf Course Monument<br>Markers (Hole #2-#17)   |          | \$1,500   |



# FACILITY ADVERTISEMENT

ADVERTISERS WILL GET TO PROMOTE THEIR BUSINESS IN FORT BELVOIR'S FACILITIES WITH THE MOST FOOT TRAFFIC! MWR WILL PROVIDE A TABLE AND CHAIR FOR ONE COMPANY REPRESENTATIVE. ADVERTISERS WILL BE GIVEN A TWO HOUR TIME FRAME. OPPORTUNITIES WILL OCCUR ON THE **FIRST** AND **THIRD** TUESDAY AND THURSDAY OF EACH MONTH. DATES AND TIMES WILL BE CONTINGENT UPON AVAILABILITY OF THE PROGRAM/FACILITY MANAGER. **SPACES ARE LIMITED.**

- Facilities

- Outdoor Recreation
- Graves Fitness Center
- Bowling
- Kawamura Human Performance Center
- Community Center
- Golf Club
- Officer's Club

➤ \$250





# OKTOBERFEST

TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE MAXIMUM EXPOSURE, THE SPONSORSHIP AND ADVERTISING COORDINATOR MUST BE CONTACTED NO LATER THAN APRIL 1, 2018. THERE WILL BE SEVEN LEVELS OF SPONSORSHIP, TO INCLUDE, A SMALL BUSINESS OPPORTUNITY.



## ➤ Berlin (Title) Sponsorship Level **\$15,000**

*Six (6) months of major recognition, logo and website link on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*Six (6) months of major recognition and logo on Fort Belvoir digital signage screens.*

*Four (4) Tables with appropriate seating for all four (4) days of Oktoberfest.*

*Four (4) 6' x 6' and two (2) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Twelve (12) tickets for VIP Opening Ceremony*

*Six (6) wristbands to be used for rides at Oktoberfest*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Logo placement, plus six (6) weeks in spotlight on MWR Weekly Newsletter, The Buzz.*

*Public announcement and recognition at the VIP Opening Ceremony, three (3) minutes of talk time and photo at VIP Opening Ceremony.*

## ➤ Hamburg Sponsorship Level **\$12,500** (Two Opportunities Only)

*Three (3) months of major recognition, logo and website link on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*Three (3) months of major recognition and logo on Fort Belvoir digital signage screens.*

*Four (4) Tables with appropriate seating for all four (4) days of Oktoberfest.*

*Two (2) 6' x 6' and two (2) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Eight (8) tickets for VIP Opening Ceremony*

*Two (2) wristbands to be used for rides at Oktoberfest*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Six (6) weeks logo placement in MWR Weekly Newsletter, The Buzz.*

*Public announcement and recognition at the VIP Opening Ceremony plus photo at VIP Opening Ceremony.*



# OKTOBERFEST

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## ➤ Munich Sponsorship Level **\$10,000** (Three Opportunities Only)

*Three (3) months of major recognition, logo and website link on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*Two (2) tables with appropriate seating for all four (4) days of Oktoberfest event.*

*Three (3) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Six (6) tickets for VIP Opening Ceremony*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Public announcement and recognition at the VIP Opening Ceremony, plus a photo.*

## ➤ Cologne Sponsorship Level **\$7,000**

*Two (2) months of major recognition and logo on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*Two (2) tables with appropriate seating for all four (4) days of Oktoberfest event.*

*One (1) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Four (4) tickets for VIP Opening Ceremony*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Public announcement and recognition at the VIP Opening Ceremony*



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## ➤ Frankfurt Sponsorship Level **\$5,000**

*Major recognition, logo and website link on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*Two (2) tables with appropriate seating for all four (4) days of Oktoberfest.*

*One (1) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Three (3) tickets for VIP Opening Ceremony*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Public announcement and recognition at the VIP Opening Ceremony.*

## ➤ Stuttgart Sponsorship Level **\$3,000**

*Major recognition and logo on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*One (1) tables with appropriate seating for all four (4) days of Oktoberfest.*

*One (1) 3' x 6' banners (provided by sponsor) to be placed at Oktoberfest for all four (4) days.*

*Two (2) tickets for VIP Opening Ceremony*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Public announcement and recognition at the VIP Opening Ceremony*



# OKTOBERFEST

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## ➤ Essen (Small Business) Sponsorship Level **\$1,000**

*\*restrictions apply\**

*Major recognition and logo on [www.Belvoir.armymwr.com](http://www.Belvoir.armymwr.com).*

*One (1) table with appropriate seating for all four (4) days of Oktoberfest event.*

*Two (2) tickets for VIP Opening Ceremony*

*Logo placement on all printed and electronic materials promoting Oktoberfest.*

*Public announcement and recognition at the VIP Opening Ceremony.*

## ➤ Oktoberfest Sponsorship Tent (One Opportunity Only) **\$1,000 value (per day)**

*Host the official Oktoberfest Sponsorship Tent. Sponsors will have access to a small restricted area filled with light refreshments for the day.*

*In-kind and monetary sponsorship welcome (not to exceed \$1,000)*

*Provide light refreshments*

*Giveaways welcome!*

*One table with appropriate seating for participating days of Oktoberfest*

*Two (2) tickets for VIP Opening Ceremony*

*Logo placement on electronic materials promoting Oktoberfest.*

*One (1) 3' x 6' banner (to be provided by sponsor) to be placed for participating days of Oktoberfest.*



# OKTOBERFEST A LA CARTE ADVERTISING



ADD ON ADDITIONAL ADVERTISING TO YOUR OKTOBERFEST SPONSORSHIP PACKAGE. RECEIVE A 15% DISCOUNT OFF THE ADVERTISEMENT OF YOUR CHOICE! ADVERTISEMENT MUST BE SELECTED WITHIN THREE (3) DAYS OF OKTOBERFEST SPONSORSHIP AGREEMENT IN ORDER TO RECEIVE DISCOUNT. **ONE-MONTH OPTIONS ONLY.**

| 1 Month of...                              | Base Price | Oktoberfest Price |
|--|------------|-------------------|
| Leaderboard Ad (728 x 90 pixels)           | \$300      | <b>\$255</b>      |
| Tile Ad (300 x 250 pixels)                 | \$250      | <b>\$212</b>      |
| Newsletter Logo                            | \$135      | <b>\$115</b>      |
| Digital Screen Signage (1500 x 844 pixels) | \$600      | <b>\$510</b>      |
| Facility Poster (24" x 36")                | \$150      | <b>\$127</b>      |

